

1 1. A customized feature activation system in a vehicle for allowing each of a  
2 plurality of drivers to activate personal preference settings for a plurality of  
3 vehicle subsystems, said activation system comprising:  
4 an identification system including a plurality of remote devices of a keyless  
5 entry system for the vehicle wherein each remote device being capable  
6 of generating a uniquely-coded transmission for generating a first  
7 current driver identity;  
8 a vehicle micro-controller located in the vehicle and said vehicle micro-  
9 controller being operatively coupled to the identification system for  
10 receiving the first current driver identity;  
11 the vehicle micro-controller having memory for storing the first current driver  
12 identity and for associating the first current identity with preferred  
13 settings for a first vehicle subsystem previously stored in the memory;  
14 the first vehicle subsystem operatively coupled to the vehicle micro-controller  
15 to receive and process the preferred settings for the first vehicle  
16 subsystem;  
17 a second vehicle subsystem including a radio that including preference  
18 means for receiving preferred station information for storage, memory  
19 for storing the preferred station information for storage, and control  
20 electronics for preferred station information processing and for  
21 receiving the first current driver identity from the vehicle micro-  
22 controller and linking in the memory the first current driver identity to  
23 the preferred station information for storage;

1 5. The activation system as claimed in Claim 1 wherein the first vehicle  
2 subsystem includes a locking & security subsystem.

6. The activation system as claimed in Claim 1 wherein the second  
vehicle subsystem includes an electronics control subsystem.

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